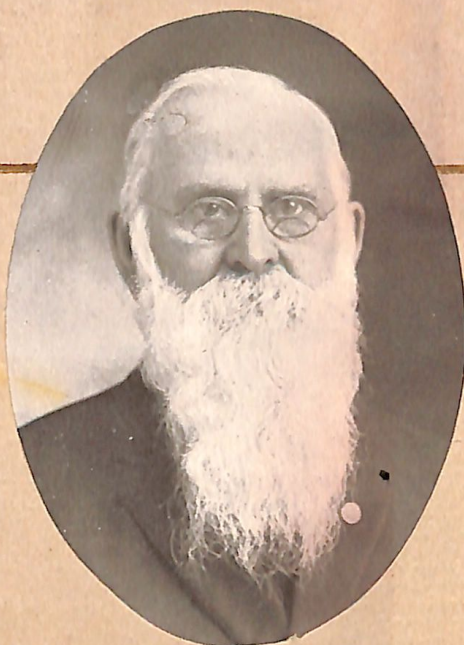


# Fiftieth Anniversary

1867

1917



H. G. Beatty





## A FAIR AND SQUARE POLICY

### Greeting

To those customers who have given me their loyal support through these fifty years of service, I express my deep appreciation. To those who have joined the ranks from year to year and have stood staunchly by me, I extend my grateful thanks.

To one and all, in behalf of H. C. Beatty & Co., I make a pledge of continued effort to give fair play and honest merchandise. I assure them of our sincere desire to stand for all that is best in the hardware business.

As an evidence of our purpose we are dedicating to them in this, our fiftieth year, this little booklet.

Sincerely,

*H. C. Beatty*



# A FAIR AND SQUARE POLICY



THE ORIGINAL BEATTY STORE  
OF 1848



## A FAIR AND SQUARE POLICY

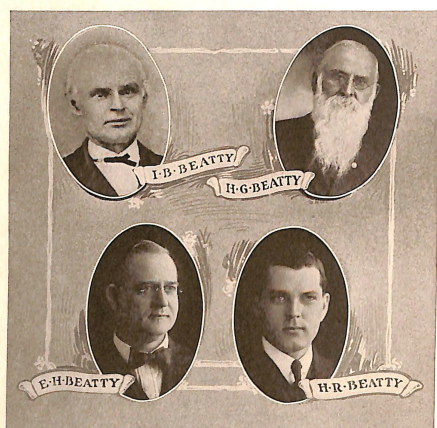
**I**N 1848 Isaac B. Beatty came overland from Ohio to Illinois and established a little harness shop just forty feet east of the present location of the hardware store of H. G. Beatty & Co. This was the beginning of a business that has remained under the control of the Beatty family for almost three-quarters of a century—a record rarely paralleled in the business world and, doubtless, the oldest in Central Illinois.

Perhaps there is not in DeWitt County a better or more favorably known man than H. G. Beatty, the senior member of the present firm of H. G. Beatty & Co. After serving three years in the Civil War, in Company F, Second Illinois Light Artillery, he was honorably discharged July 27th, 1865. The same year he entered the harness business in Clinton with his father, I. B. Beatty, and brother, J. C. Beatty. The next year the firm opened a branch store in Moweaqua, in charge of H. G. Beatty, which was continued one year, or until 1867, when J. C. Beatty began business in Maroa; H. G. Beatty returned to Clinton and again entered into business





## A FAIR AND SQUARE POLICY



I. B. Beatty, the founder of the present Beatty Company, died in 1887. H. G. Beatty, his son, entered the firm in 1865, immediately following the Civil War. In 1899, E. H. Beatty entered into partnership with his father, H. G. Beatty, and in 1906, another son, H. R. Beatty, was taken in as junior partner. Messrs. H. G., E. H. and H. R. Beatty are the present members of the firm of H. G. Beatty & Co.

## A FAIR AND SQUARE POLICY

with his father, which date marks the beginning of H. G. Beatty's fifty years of continued and successful business in DeWitt County.

In 1873 he opened a store in Kenney, the store in Clinton being under the active management of his father until his death in 1887. He remained in Kenney until 1889, when, with others, he suffered heavy loss by the fire that swept the business part of that town. He returned to Clinton in the spring of 1889 and continued the business until the fall of 1899, when his son, E. H. Beatty, entered into partnership with him. In the fall of 1906 another son, H. R. Beatty, became the junior partner, and there has since been no change in the firm. The father's experience, acquaintance and reputation for honest dealing constituted a valuable asset to the growing business, but the energy and acumen of the sons have been important factors in building up the extensive business of the firm, which is perhaps second to none in a city of equal size with Clinton.

There are few better posted hardware men in the state than E. H. Beatty, whose more than eighteen years of business in Clinton, have enabled him to



## A FAIR AND SQUARE POLICY

familiarize himself with the needs of the people in this community. He has made a careful study of the buying end of the business and by his careful watching the markets has been able to save the people many dollars in hardware. H. R. Beatty is in charge of the household department, to which he has given much careful study, and also attends to the advertising, store decorating and window trimming. A glance at his windows is always suggestive and convincing.

The name Beatty is a synonym for all that is reliable and honest in hardware, harness and buggy business. The firm occupies and owns one of the finest and most complete stores to be found anywhere, which is the result of the growth and success of its business.

The store, from the basement to the top floor, is arranged in the most convenient manner for business. There is a full sized basement under both buildings, giving, including the first and second floors, 17,424 square feet of floor space, every foot of which has been planned to make it available for business purposes. The building has been arranged



## A FAIR AND SQUARE POLICY

so that it will give the greatest comfort to the patrons of the firm, as well as make it convenient for the sales force of the company. The business has likewise been departmentized and grouped in ten individual divisions which are kept account of the same as if each were a single business, in order that it may be ascertained which department derives the greater profit or loss. This enables them to equalize the selling price, so that one does not pay a larger per cent of profit on one product than on another.

The basement is used for storing heavy hardware, paints, oils, etc., and is equipped with a steam-heated room for oiling harness. On the first floor is one of the most complete hardware stocks in Central Illinois. Everything from a tack to a malleable range is found on this floor. The second floor is devoted to buggies and harness. The firm has made a specialty on buggies, going to the factory and selecting the latest styles. The Beattys make their harness in their own shop, which is equipped with the latest improved and best machinery, using only the best leather, which has resulted in their harness giving universal satisfaction.





## A FAIR AND SQUARE POLICY

They have just added a carriage and auto trimming department, putting in special equipment for repairing tops and curtains, and have secured the services of an experienced carriage trimmer. Last year a complete stock of auto tires and accessories were added and sold on a new plan which has proven very successful, in that it is the most economical way of purchasing these commodities. You can now buy automobile accessories on a merchandise basis which has been made possible by eliminating the service cost. Auto accessories are purchased and sold like any other commodity in the store—at cost, plus a legitimate profit only—the same as nails or any other article.

The firm announces that its stock is complete in every department. It purchases its goods from the leading wholesale houses, and buys in large quantities. The past success of the firm is a guarantee that under the present wise and efficient management it will continue in the same course in the future that it has pursued during the past years of its existence.





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The  
H. G. Beatty & Co.

Success

Was built on a Fair and  
Square Policy of Treating  
the Customer Right.